



# *NEWS RELEASE*

## PRESS OFFICE

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### ***SBA Selects Wisconsin 2005 Small Business Person of the Year*** *Additional State Winners Also Announced*

**Milwaukee/Madison:** **James M. Lindenberg** of World Class Wire and Cable, Inc. in New Berlin, Wisconsin has been named Wisconsin's Small Business Person of the Year for 2005 by the U.S. Small Business Administration.

James Lindenberg is among fifty-three top small business persons—one from each state, plus the District of Columbia, Puerto Rico/Virgin Islands, and Guam—who will be honored at SBA's Expo during National Small Business Week, April 26 – 28, 2005 in Washington, D.C.. As the winner of the SBA Wisconsin Small Business Person of the Year award, he could be named SBA's National Business Person of the Year during the national event.

World Class Wire and Cable, Inc. (WCWC) is an automotive and UL wire and cable supplier for distributors and selected wire harness manufacturers. They have perfected the process of top-coating (like dyeing) large XLP wire and customers from all over the world come to them for this unique process because other suppliers will not invest the time, money and effort to perfect this process. WCWC has seen double digit increases in sales and employees each year since it's beginning in 1994. Jim adds one to three new value-added services each year. He promotes the company philosophy of never, never, never giving up that is carried out by all employees. World Class Wire and Cable, Inc. has grown to become a successful Wisconsin based company with branches in Arizona, Florida, Indiana and Texas and has become one of the fastest growing wire and cable suppliers in the world.

As Wisconsin's Small Business Person of the Year, James Lindenberg and World Class Wire and Cable, Inc. was judged on their staying powers, growth in number of employees, increase in sales and/or unit volume, current and past financial reports, and innovativeness of product or service offered, response to adversity and contributions to aid community-oriented projects.

The Wisconsin SBA celebration of our Small Business Winners will be held Friday, May 20, 2005 at SBA and SCORE's Awards Presentation Breakfast at Milwaukee Marriott West in Waukesha. The guest speaker at the Breakfast will be Craig Culver of Culver Franchising Systems, Inc. For more information, please contact Mary Trimmier at (414) 297-1093 or email her at [mary.trimmier@sba.gov](mailto:mary.trimmier@sba.gov).

Wisconsin's SBA District Office also named the state's Small Business Advocates of the Year and special category winners. The following categories and winners are:

**Honorable Mention Small Business Person** – Mark Matthiae, Crystal Finishing Systems, Inc., Schofield

**Small Business Exporter** – Carol Baier, Universal Die & Stampings, Prairie du Sac

**Young Entrepreneur of the Year** – Andrew Halverson, Andrew's Limited, Stevens Point

**Minority Small Business Person of the Year** – Jean Thiel, Belonger Corporation, Inc., West Bend

**Emerging Small Business Person** – Scott Bushkie, Cornerstone Business Services, Green Bay

**Minority Small Business Champion** – Randy Crump, Prism Technical Management & Marketing Services, LLC, Germantown

**Financial Services Champion** – Kent Nelson, QuickStart, Inc., Menasha

**Small Business Legal Assistance** – Joseph Boucher, Neider & Boucher, S.C., Madison

**Women in Business Champion** – Carol Maria, Urban Economic Development Association of Wisconsin, Inc., Milwaukee

**Small Business Journalist** – Jerry Mader, The Business News, Green Bay

**Home Based Business Champion** – **STATE & REGION WINNER** – Terry Whipple, Juneau County Economic Development, Camp Douglas

**Family Owned Small Business** – **STATE & REGION WINNER** – Jaime Maliszewski, Reliable Plating Works, Milwaukee.

The U.S. Small Business Administration congratulates all the winners and thanks them for their commitment and contributions to Wisconsin's small business communities.

*Additional information about SBA's programs and services is available  
at SBA's Web site: [www.sba.gov](http://www.sba.gov) and Wisconsin's SBA Website: [www.sba.gov/wi](http://www.sba.gov/wi)*